

As a true LOCAL mom and pop broadcaster, I know my communities well. My employees are deeply involved in local groups, clubs and civic organizations. We truly have our hands on the pulse of the people and the areas we serve. Each week our stations devote many hours to providing original local programs that address the issues and needs of the local area. Our stations budget heavily for local news gathering and public affairs programming. This is what our listeners and advertisers expect from us. Localism is what we deliver every day, in every way. If we did not, we would not be in business.

News: Our stations produce on average 10 to 15 local newscasts per day with a daily half hour community billboard program. This allows for in depth discussion of local issues and listener interaction with local newsmakers, area officials, political candidates etc.

In addition to daily local newscasts, we also provide close to 2 hours of daily local agricultural programming 6 days a week.

Emergency programming: Why not come to Langdon, North Dakota and ask the local folks where they turned for information on the recent missing cyanide container scare or the recent Main Street fires, the breach of the Mt. Carmel Dam, summer tornadoes, and winter blizzards. They don't hear about it on XM or Sirius...they hear about it Live, Local, First on their hometown radio stations!

Also a part of being a local broadcaster is to contribute with financial donations and free air time to any number of causes in our local communities. At Simmons Broadcasting we do this proudly.

In closing, I view the FCC's consideration of 'behavioral rules' to promote localism to be a step in the wrong direction. Let the marketplace decide. If a broadcaster isn't serving his/her community, they won't last long.

Bob Simmons

President
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